

**University of Florida
Advertising Sales
ADV 3502, Section 084A
Class #10135
Syllabus Spring 2019**

Instructor: Robert Padovano, Adjunct Lecturer
Email: rpadovano@ufl.edu
Skype: advpadovano1
Google Hangout: Rob Padovano

Office Hours: Weimer #2095
Mondays 10am-1:00pm or by appt.

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/>
After opening the link, click on e-Learning in **Canvas**, which is located on the **right-hand side** and then login using your UF Gatorlink username and password to have access to the course.

You can also download the Canvas App on iTunes and Android



Course Description

Selling, in its simplest terms, is the process of persuading a person that your product or service is of greater value to him or her than the price you are asking for it.

If you think about it, you are already pitching to people making sales presentations customers at work, your professors, family, friends, networking, etc.

Advertising can be defined as the science of creating and placing media with the intent to interrupt the consumer and then gets her or him to take action.

This course will combine the two, -- that is selling advertising effectively to clients that will inform and benefit consumers from the product and or service offered.

As an advertising salesperson, putting in the work and taking the initiative along with daily persistence, you have the opportunity to build on your inherent selling skills as well as

improve their persuading and influencing potential prospects to purchase advertising space from you.

Your potential customers may have heard just about every sales pitch and presentation and, more than likely, are as well informed as you about buying advertising space, -- if not more. It is then your task as a salesperson to turn prospects into clients by building long-term relationships and to do that, you need to learn the importance of people selling skills such as being likable, utilizing emotional intelligence, acting in an ethical manner, listening, trustworthiness while educating and consulting your clients.

In addition to focusing on sharpening your people skills, the course will cover the entire sales process: prospecting, identifying problems, developing solutions, presenting, closing and negotiating a deal and finally providing premier service.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity. Even if you are not pursuing a career the material covered in this course may be beneficial to you by developing selling skills as well as learning how to build and develop business/client relationships.

“First comes interest. Passion begins with intrinsically enjoying what you do...Next comes the capacity to practice. One form of perseverance is the daily discipline of trying to do things better than we did yesterday...Third is purpose. What ripens passion is the conviction that your work matters...And, finally, hope. Hope is a rising-to-the-occasion kind of perseverance.” Angela Duckworth, author of *Grit*

“If you work just for money, you’ll never make it. But if you love what you are doing, and always put the customer first, success will be yours.” Ray Kroc, Founder of McDonald’s

Course Objectives:

This course consists of three parts:

Part 1: Introduces the importance of attitudes, assumptions, attributes, ethics, listening, the “AESKOPP” system of selling and Emotional Intelligence (EI) as to how each of these can be applied to sales and building relationships.

Part 2: We will examine the various types of media where advertising space is purchased: television, radio, magazines, newspaper, the Internet and social media. In addition, we will take a look at the financial aspects attributed to selling: paperwork (sales proposals and travel and expense reports), rate calculations and understanding the basics of financial reports.

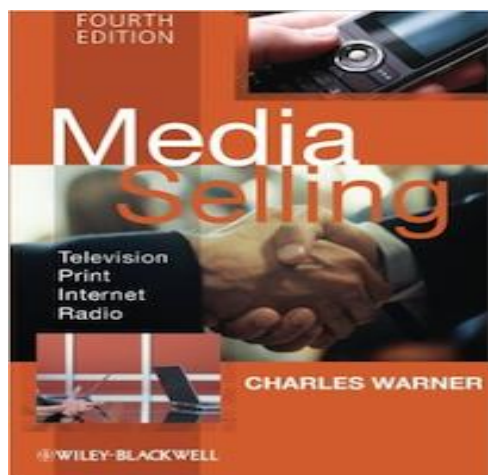
Part 3: Focuses on the overall structure and how to prepare and deliver effective and winning sales presentation to prospects and existing clients via the process of prospecting, problem solving, generating solutions, negotiating, closing, as well as ideas to create added value and addressing all types of objections and client resistance.

Each part is intended to provide the core components of advertising sales: 1) Developing the mindset for building long-term relationships with prospects and clients:

positive attitude, being ethical and the importance of Emotional Intelligence (EI). 2) Understanding the importance of knowing the primary types of advertising space sold by having an “informational edge” over your competitors regarding ongoing changes and in the advertising and media industries. 3) Learn how to prospect potential clients, presenting and closing the sale by developing and delivering a professional, persuasive and closing winning presentation.

Required Text:

1. **Warner, Charles (2009)**, *Media Selling: Television, Print, Internet, Radio* (4th edition), Wiley-Blackwell (a used textbook will cost about \$30 on Amazon and is also available in the Kindle Version on Amazon for \$47.99). (I have provided the links for each chapter via PDF.

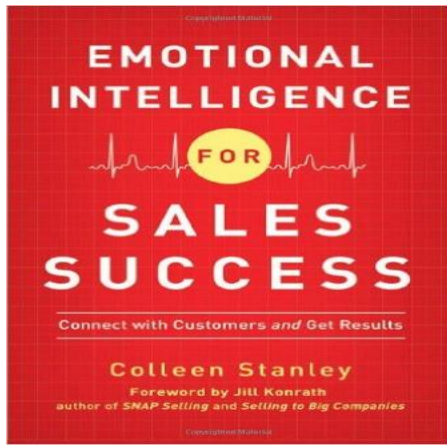


The assigned book chapters are linked for **free** on PDF linked in the Modules so you don't have to purchase the text.

Optional Text:

There are tens of thousands of books written on sales and presentations (and I encourage to read and listen to as many audio books on sales, personal development, etc. for your own benefit). For this course I have included two that I think will benefit you when it comes to selling and making effective persuasive presentations. They are not required but I highly recommend you purchase them. (You can purchase them online on Amazon or eBay for about \$10 each).

1. **Stanley, Colleen (2013)**, *Emotional Intelligence For Sales Success – Connect with Customers and Get Results*, AMACOM, (available in UF bookstore as well as online at Amazon for less than \$10 and on Kindle for \$3.79)\

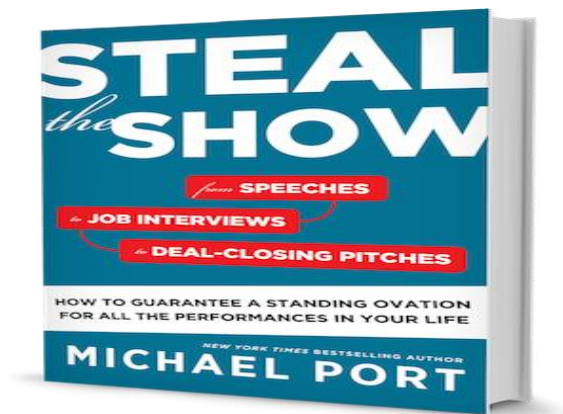


Another Optional Text

1. **Port, Michael (2015)**, *STEAL the SHOW from Speeches to Job Interviews, to Deal-Closing Pitches – How to Guarantee a Standing*

Ovation for All the Performances in Your Life, Houghton, Mifflin, Harcourt, (You can purchase a copy of this book on Amazon or eBay for less than \$20.00 or a Kindle version for \$4.99)

This is a great book that provides insight to improve and enhance your presentation and public speaking skills.



Course Schedule:

Modules open on **Monday** of each week and end on Sunday of the following week at 11:59pm. Please note the schedule may vary during weeks with holidays and breaks. Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via **Canvas** Announcement posts and by **Canvas** email if necessary.

****Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.**

I will send out announcements during the beginning each week via Canvas and/or video VoiceThread

Course Overview

Module/Date	Description	Assigned Work	Assignment(s) Due
Module 1 1/7-1/13	Introduction	Group Discussion Board (DB) (10) Syllabus/Handbook Quiz (3)	Friday, 1/11 DB initial post Sunday, 1/13 Two DB Peer Feedback
Module 2 1/14-1/20	Selling Assumptions and Approaches	Individual Activity (10)	Sunday, 1/20 Individual Activity.
Module 3 1/21-1/27	Ethics and AESKOPP	Group Discussion Board (DB) (10)	Friday, 1/25, DB initial post Sunday, 1/27, Two DB Peer Feedback
Module 4 1/28-2/3	Attitudes and Goals	Select Team leader Syllabus/Handbook Quiz closes, Fri. 1/31	Sunday, 2/3 Teams select leader for final sales assignment Syllabus Handbook Quiz closes, Friday, 1/31 at 11:59pm.
Module 5 2/4-2/10	Communicating, Influencing and Finding Solutions	Group Discussion Board (10) Individual Activity (10) Quiz #1: Modules (1-4) (25) Available: 2/5-2/6	Friday, 2/8, DB initial post Sunday, 2/10, Two DB Peer Feedback, Ind. Activity Complete Quiz #1 Opens Tuesday, 2/5 closes Wed. 2/6 Wed. at 11:59pm
Module 6 2/11-2/17	Emotional Intelligence	Group Discussion Board (10)	Friday, 2/15, DB initial post Sunday, 2/17, Two DB Peer Feedback
Module 7 2/18-2/24	Business and Finance	No assignment due	No assignment due Work on Mid Term Assignment Papers
Module 8 2/25-3/3	Television	Mid Term Paper Due (100)	Sunday, 3/3, Mid Term Assignment Paper
Module 9 3/11-3/17	Magazines and Radio	Group Discussion Board (10) Extra credit details due 3/24 (optional)	Friday, 3/15, DB Initial Post Sunday, 3/17, Two DB Peer Feedback
Module 10 3/18-3/24	Newspapers, Internet, Social Media and Podcasts	Individual Activity (10), Extra Credit (10) Cold Calling-Optional	Individual Activity and Extra Credit, 3/24

Module 11 3/25-3/31	Influencing and Creating Value, Prospecting, Identifying Problems and developing solutions	Group Discussion Board (10) Quiz #2 3/26-3/27 Covers Modules (5-10) (25) Schedule Final Team Presentations	Friday, 3/29, DB initial post Two DB Peer Feedback 3/31 Quiz #2 Opens, Tues., 3/26 Closes Wed., 3/27 at 11:59pm
Modules 12 & 13 4/1-4/24	Developing solutions (Part 2) and Sales Presentations & The Presentation, Closing the Deal and Handling Objections	Teams Presentations (175) Quiz #3 Modules 11-13, 4/23-4/24 (25)	Final Presentations (4/22-4/25) Quiz #3 Opens, Tuesday 4/23, Closes Wednesday 4/24 at 11:59pm

Grading

Group Discussions (6)	50 points
Quizzes (3)	75 points
Individual Activities (4)	40 points
Fall Mid Term Assignment/Resume	100 points
Final Group Sales Presentation	<u>175 points</u>
Total	440 points

(Please note it takes up to one week to post your grades and provide feedback after each module is closed.)

Grading Scale

- A 409-440 points
- A- 394-408 points
- B+ 374-393 points
- B 362-373 points
- B- 349-361 points
- C+ 329-348 points
- C 317-328 points
- C- 308-316 points
- D+ 301-307 points
- D 292-300 points
- D- 280-291 points
- E 0-279 points

Discussion Boards:

You will be assigned to a group the first week of class of up to four to six team members. You are required to make an original post and post two-peer feedback responses based on the details provided in the module.

Discussion boards are intended for you to think and share your ideas with your designated team by sharing ideas and insights based on videos, real and hypothetical sales situations, concepts from Warner's text and news articles. (Each discussion board is worth 10 points: **5 points. for initial post and 5 points. for two peer feedback responses**).

****You are required to post one original peer response by the end of each Friday (11:59pm).**

In addition to your initial response, you will also have to provide two peer feedback responses that are due by the end of the day each Sunday (11:59pm) when the module closes.

Any original discussion board posts made **after** the end of the day each Friday will result in a **three (3)-point deduction** from your overall score and posts received after the module closes on Sunday will **NOT** be accepted).

Individual Assignments:

Each assignment is worth **10 points**.

The individual assignments will be based on various topics ranging from Warner's text to real world articles and various hypothetical sales situations.

Mid Term Assignment/Resume

This assignment is an **individual** assignment worth **100 points and is broken down on four tasks**.

Learning outcome: Obtain information via interviews, networking, and research to develop and create a resume positioned toward a position in sales.

Tasks for the summer mid-term assignment:

1. Ask one sales professionals, regardless of the industry, these five questions:
 - a. What do you consistently do to improve your selling skills?
 - b. How did you overcome a significant challenge in your career/business?
 - c. What advice and/or books do you can recommend to someone who wants to become a media salesperson?
 - d. What keeps you motivated to work at your company?
 - e. What behaviors do the most successful salesperson of a team exhibit?

In one to two double-spaced pages summarize the responses. (25)

2. Find one sales resume. It can be obtained from your interviewee, LinkedIn Profiles, online or from books, friends, or colleagues who are in sales. In a one page double-spaced summarize why you chose them. (25)
3. Read two chapters or online articles that discuss sales and/or personal development and write in one to two double-spaced pages what you learned about sales and/or personal development. (25) (Note: Please make sure to cite the book, website and pages using APA format)
4. To the best of your ability develop and create your resume positioning as an entry-level sales/account management position (25).

Quizzes:

There will be three ten question multiple-choice quizzes based on questions from the textbook and lectures. Each quiz is worth **25 points** (10 questions at 2.5 pts. each). You will have **25** minutes to complete each quiz

In addition, there is an extra credit syllabus/handbook quiz that is available on Monday, May 8th and closes on Sunday, September 3rd at 11:59pm. It is worth **3 points**.

Quiz Dates are as follows:

Syllabus and Handbook Quiz – Open Monday, 1/7 closes on Friday, 1/31 at 11:59pm
Quiz #1 – Opens Tuesday, 2/5, Closes Wednesday, 2/6 at 11:59 pm (Modules 1-4)
Quiz #2 – Opens Tuesday, 3/26, Closes Wednesday, 3/27 at 11:59 pm (Modules 5-10)
Quiz #3 – Opens Tuesday, 4/23, Closes Wednesday, 4/24 at 11:59 pm (Modules 11-13)

Final Sales Presentation:

This is a Team Presentation worth **175 points**.

The details regarding the final sales presentation can be found in **Module 1** and tips to make a winning sales presentation can be located in an attachment located in Module 3 and will be available throughout the semester.

Modules 11 and 12 will provide the structure and framework for your team to make a sales presentation.

Every Team needs to select a final team leader for the presentation. Team leaders need to be selected by **Sunday, February 3rd**.

Each team member needs to make a valuable contribution to the presentation. The team leaders will inform me as to who has not contacted the team to the team by June 30th to discuss the final presentation.

I recommend that each team set up a Google Document, start a GroupMe or Facebook page to correspond. In addition, if you are not on campus to contact one another by Skype or Google Hangout.

Contacting the Helpdesk

If you run into technical issues please contact the UF Computing Helpdesk for assistance at helpdesk@ufl.edu or by phone (352) 392-4357 (HELP)- select option 7. or Walk-in to HUB 132. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

Policies for Late Work and Exams: There will be no make-up assignments without proof of excused absence. **All assignments are expected to be turned in on the due date.**

If problems arise, contact me **immediately via email**, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

Expect that late work will not be accepted.

Support for Students with Challenges: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.



Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with **integrity**. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person and submitting it for your class assignment.
- Submitting work you did for another class.
- Sharing answers on individual quizzes.

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.

The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code:

Please refer to the link for the Student Conduct Honor Code

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>